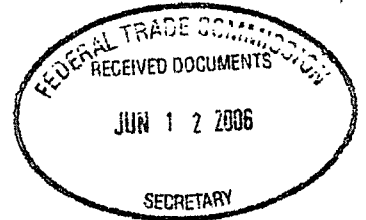


# CATHERINE SHAFFER

[REDACTED]

522418-70328

June 5, 2006



Federal Trade Commission/Office of the Secretary, RoomH-135 (Annex W)  
Re: Business Opportunity Rule, R511993  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

To whom it may concern,

I am writing to you, as I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form. It could effect my business. I understand that part of the FTC's responsibilities is to protect the public, but the proposed rule as it reads first is unfair and will make our work as direct marketers much more difficult.

Why must there be a 7-day enrollment period for new consultants? Our company Ethos has been around for 10 years and has just begun to sell direct to the public through distributors I have had incredible response to our product and have people calling me up wanting to sign up so they can tell others. To be a distributor costs someone \$399. With that they get a website, back office hosting, 12, 32 oz bottles of product and all the support one would want. We don't have to handle shipping or paperwork. It is an ideal business model. Our product actually helps people save money.

They also have the chance of signing up for a smaller portion of product starting as low as \$49. The choice is theirs.

By making a 7-day waiting period it gives the impression that we have something to hide that they may want to reconsider.

Our company offers a 100% money back guarantee on our products.

As you may know there are a lot of direct selling companies that have wonderful products and allow a lot of Americans to earn extra money full or part time from the comfort of their home. Once I make the decision to do a business, I like most people want to get the product and get started right away.

I also understand that the new rule says I have to give the name of 10 purchasers nearest to the prospective prospect. In order to do this it would put on unbelievable burden on not only us it would be a nightmare for the parent company to provide to this amount of information.

I think these rules are totally out of line and truly wonder where this is coming from. Does Walmart have to offer references when they sell something? Does the grocer have to tell us the food is radiated?

Where do you draw the line on free enterprise? It sounds to me as you are trying to interfere with our livelihood. So may people in America are out of work the government has allowed so many jobs to be moved to other countries and now you are trying to penalize us who are making a living in this great industry. Our is an American made product being sold here.

Warmest Regards,

[REDACTED]  
Catherine Shaffer  
[REDACTED]

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